

# INFOCUS



The Official Publication of The Jamaican Canadian Association

**AUGUST ISSUE 2013**

**OUT OF MANY, WE ARE ONE**



**RESPECT  
&  
DIGNITY**

**DIVERSITY**

**INTEGRITY**

**ADVOCACY**

**EXCELLENCE IN  
SERVICE**

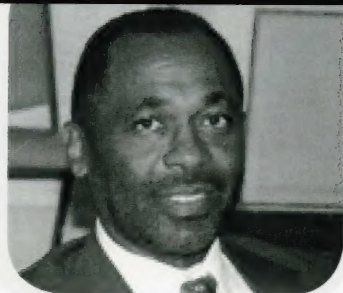


# THE JAMAICAN CANADIAN ASSOCIATION BOARD OF DIRECTORS & CEO 2013/2014



## President

Audrey Campbell



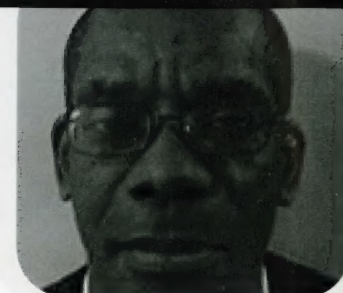
## Executive Vice President

Barrington Coke



## VP Volunteers

Dr. Sylvanus Thompson



## Treasurer

Glenroy Williams



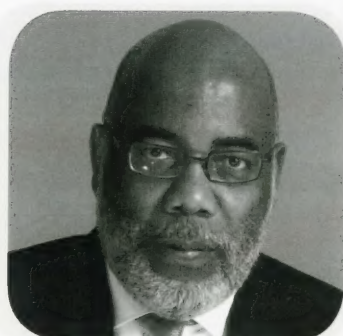
## Executive Secretary

Adaoma Patterson



## Building Chair

William Jenkins



## Education & Cultural Chair

Allan Jones



## Fundraising Chair

Keith Hays



## Membership Chair

Yola Daley



## Public Relations Chair

Simone Banton



## Women's Committee Chair

Penny Williams



## Youth Affairs Chair

Lanch Roach



## Interim CEO Social Services

Everton Gordon

## SERVICES PROVIDED

Employment | Newcomer Settlement  
Leaders in Partnership | K-Club | Parenting  
Youth Outreach | Violence Against Women  
Caribbean Canadian Seniors Club  
Saturday Morning Tutorial Program

## PRESIDENT'S MESSAGE



Dear Members,

I hope you are having an enjoyable summer with your family and friends. As always, at this time of the year, the Jamaican Canadian Association (JCA) has been a hub of activity. Our membership events were well supported. The JCA Picnic saw four buses of JCA members, friends and family spend the day at Victoria Park in Cobourg. The beachfront picnic grounds were easily accessible and provided something for everyone.

Our cultural traditions continue. The Independence Flag Raising Ceremony at Toronto's City Hall and Independence Gala the following weekend were well attended. I extend my sincere appreciation to the many JCA volunteers and Board members that worked tirelessly to ensure the success these events.

The votes are in and the ship will be changing direction! After 50 years, the old governance model will be changing from a working Board model to a governance and policy board structure. At a special membership meeting held on June 27, the members of the JCA unanimously voted on the new direction of the organization by accepting the recommendations of the Working Group. The recommendations presented were based on the information and feedback from you the members via on-line surveys, community and membership workshops and forums.

The new JCA will be split into three entities: JCA Social Services, Membership and a Foundation. The changes will make the JCA Social Services more competitive with an independent Board of seven with the expertise required to ensure the success of the agency. The Membership component will continue to provide cultural programs which will include events that appeal to a younger demographic. The Foundation will raise funds for the other two entities. JCA's Executive Secretary, Adaoma Patterson, Chair of the Working Group, will head up the new Transition Team. In the next 12 to 18 months, the Transition Team - consisting of Members of the Working Group will be responsible for implementing the new structure. This group consists of five former JCA presidents; one staff member; three current Board members; and additional members of the JCA and the wider community that have shown interest in taking part in this process.

This new governance model change is a massive undertaking and will require the continued support of the membership. The day to day running of the JCA and all its programs will continue during this transition. Board members and members at large have committed to additional volunteer hours to ensure minimal, if any disruptions. As we journey forward, we are confident that this new structure will result in a stronger organization better able to serve our diverse community.

As always, we need administrative support on our Membership and Walk-a-thon Committees, just to name a few. If you or anyone you know are able to volunteer a few hours per month or if you know of students that need volunteer hours please contact us. Volunteering can be very rewarding.

On behalf of the Board of Directors and staff, I wish you thank you for your continued support.

Kindest regards,

*Audrey Campbell*

President





# THE JAMAICAN CANADIAN ASSOCIATION MAKES HISTORY

By Adaoma Patterson - Executive Secretary

## THE JAMAICAN CANADIAN ASSOCIATION MAKES HISTORY

On Thursday, June 27, the membership of the JCA voted to accept the recommendations of the Working Group on the Future of JCA. After one year of consultations, research and analysis, the Working Group recommended that the Jamaican Canadian Association become three legally separate entities – a social services agency, foundation and membership organization. This means that the organization will be able to:

- Clearly define our role in the Jamaican, Black, Caribbean and African-Canadian communities;
- Strengthen our brand;
- Engage a wider cross-section of our community;
- Harness the expertise and networks of our business leaders and entrepreneurs;
- Create a plan to engage and mentor young people;
- Serve individuals and families who need support.

Some of this work is currently being done but is hard to articulate and define in the current structure.

## WHERE DO WE GO FROM HERE?

So, now the work really begins! Over the course of the next 12 – 18 months, the Transition Team will restructure the organization, separate the social services from membership and create a charitable foundation – a monumental task to be sure but with legal and other experts to assist, it can and will be accomplished. The Transition team which is accountable to the Board of Directors will also ensure ongoing communication with the membership, community and stakeholders occurs and that there are ongoing opportunities for dialogue and input. We expect to begin phasing in changes.

For example, you will see a new website in the coming months; we will launch a communications and marketing strategy. As of 2014, our current committees will plan events and programs that align with our new focus areas. We don't have all the answers but we are committed to engaging you and the experts in this new phase of the Jamaican Canadian Association.

## HOW CAN YOU BECOME INVOLVED?

Interested in learning more about the changes? We encourage you to read the report which can be found at [www.jcaontario.org](http://www.jcaontario.org) under the Future of JCA project. We are looking for change champions of all ages to help spread the word about what is taking place at JCA. Training will be provided.

To learn more about the changes and to get involved, email Adaoma Patterson at [execsec@jcaontario.org](mailto:execsec@jcaontario.org) or call (647) 765-5304.

**Join us on Saturday, October 19 for an open house – learn all about the changes, become a member, meet new people.**

Sincerely,

Your Transition Team

Adaoma Patterson (chair); Audrey Campbell; Barry Coke; Sylvanus Thompson; Roy Williams; Herman Stewart; Miah Bailey; Erma Collins; Kamala-Jean Gopie; and Paulette Crooks Drummond.

## Vision

The Jamaican, Caribbean & African-Canadian communities in the Greater Toronto Area will be a socially and economically equitable group that is represented and contributes at all levels to a strong diverse Canada.

## Mission

The Jamaican Canadian Association (JCA) is to deliver programs and services, provide a physical hub, and to advocate to improve the well-being and equity of Jamaican, Caribbean & African-Canadian communities within the Greater Toronto Area.

Build Capacity

Redefine  
Leadership

Embrace  
Collaboration

Support  
Innovation

Consistent strategic priorities and branding

Funds flow from Heritage Foundation to Membership Organization & Social Services Agency

## Elected Board of Directors

Chair  
Vice Chair  
Treasurer  
Secretary  
Director of Fundraising  
Director

∞∞

## Staff

Resource Developer (fundraiser)  
Administrative Assistant

∞∞

## Area of focus & responsibility

Fundraising  
Capital campaigns  
Sets strategic goals/priorities  
Responsible for the JCA brand/image

## Elected Board of Directors

President  
Vice President\*  
Treasurer  
Secretary  
Director of Fundraising  
Director of Communications  
Member at Large

\*provides support to committees

## Committees

Women, Youth, Seniors, Education  
& Culture, Building & Operations,  
Membership

∞∞

## Staff

Volunteer Coordinator  
Building Manager  
Administrative Assistant/Hall  
Rental Coordinator

∞∞

## Area of focus & responsibility

Hall rental  
Activities & programs for  
community and members  
Advocacy  
Building owner

## Recruited & Appointed Board of Directors

Chair  
Vice Chair  
Treasurer  
Secretary  
Director (could be a client or  
external stakeholder)  
1 representative from the JCA  
Membership Organization Board of  
Directors

Executive Director – ex officio

∞∞

## Staff

Current Social Services  
Complement

∞∞

## Area of focus & responsibility

Front-line social services  
Collaboration with other agencies  
& stakeholders  
Services Ward 8 & other  
communities

CONTINUED ON PG. 8



## SOCIAL SERVICES BLACK HISTORY MONTH FEATURE



## NORTH YORK WEST (JCA) SPELLING BEE



Officials of the North York West (JCA) Chapter of the Spelling Bee of Canada Competition pose with the winners of the Intermediate Category.

L - R: Dwaine Osbourne, Ann Marie Whyte, Trisha Francis, Audrey Campbell, Lisa Simms, Enid Campbell, Jeannette Lemon, Dwight Gordon, Roseanne Henlon, Radhika Garnett, Ian Edwards, Sylvanus Thompson.

Missing: Charmaine Sewell, Dan Hamilton, Tamara Gordon.

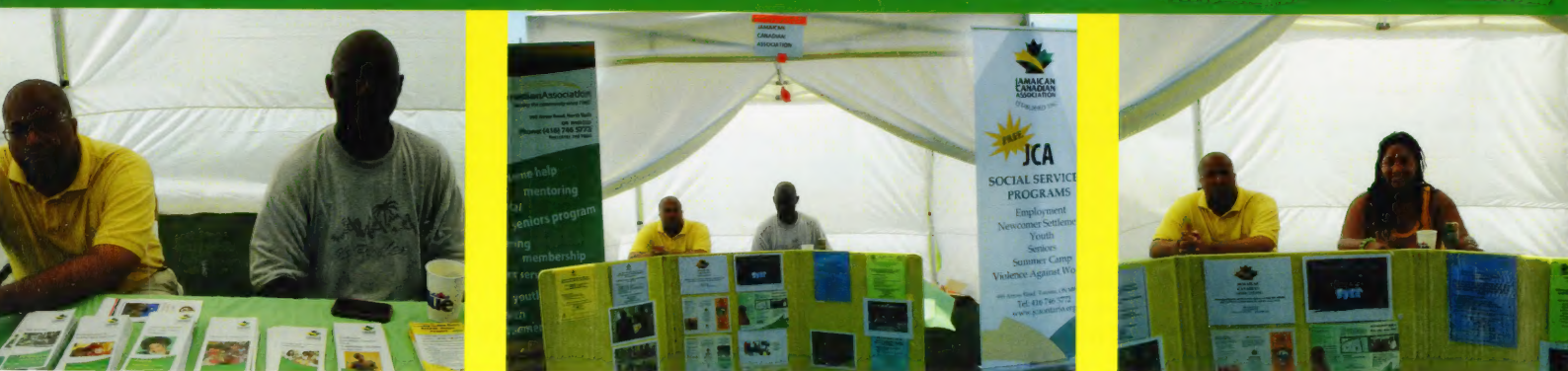
## WOMEN'S COMMITTEE ANNUAL FINANCIAL FORUM



## ANNUAL PICNIC



## PUBLIC RELATIONS OUTREACH



## SATURDAY MORNING TUTORIAL PROGRAM ACTIVITIES



## INDEPENDENCE FLAGRAISING



## 51ST INDEPENDENCE GALA



## PICKNEY SINTING





Membership Organization

Renewed focus  (5 key areas)	Education  <b>Definition:</b> building individual skills – financial literacy, computer training, planning for retirement, citizenship classes	Culture  <b>Definition:</b> preserving and promoting Jamaican, Caribbean, African culture	Advocacy  <b>Definition:</b> addressing issues that adversely impact the Jamaican, Caribbean, African communities	Community Hub  <b>Definition:</b> gathering space for community events – social, political, educational	Youth  <b>Definition:</b> creating a 'village' for children & youth – mentorship, tutoring, skills building, promoting education
Examples of Programs/ Initiatives/Actions	International Women's Day, CPR training, health fair, financial forum, support and training for the self-employed	Jamaican cooking classes, Jamaican independence day activities, heritage classes, traditional dance classes	Pre-election debates, policy/position papers, partnerships with other organizations/ networks on policy issues	Senior's club, private events, fundraising events (other organizations), Jamaica Consul General/ Jamaican Government events, senior's brunch, domino club, networking events	Scholarships, Saturday Morning Tutorial Program, mentoring initiatives, summer employment/ training, physical activity classes, children's Christmas party, volunteer placements
Demographic/ Target Audience	Working age adults, seniors	Youth, working age adults, seniors	Wider community, political/ community leaders		Children & youth
Revenue Generation	Membership fees, fee for service (user pay), free	Membership fees, fee for service (user pay), free	None	Hall rental	Combination of fee for service (user pay) & free

MEMBERSHIP SERVICES REPORT

By Yola Daley - Membership Chair



Greeting to all JCA Members:

I am Yola, your new Team Leader. Thank you for the wonderful opportunity you have given me to represent you as Chair of the Membership Services Committee. I appreciate your vote of confidence in me, and I do believe that I am the right candidate for the position. I offer the necessary adaptability and efficiency needed for upholding the requirements demanded of this position. In addition to my enthusiasm as Membership Chairperson, I am confident that my experience and industry background will allow me to quickly make a contribution to your team. Thank you once again for having me represent you as Chair of the Membership Services Committee. The Membership Services Committee Team has the responsibility for recruiting and retaining its JCA members. Since our highest priority is ensuring you receive the most from your membership, we are pleased to submit this proposal outlining our plans to renew all inactive members. The goal of the Membership Services Committee is to activate more than 50% of the 400 inactive members by February 2014. If there are any questions or concerns do not hesitate to contact me via telephone, e-mail or in person. I will be more than happy to assist you. We, the membership committee, are pleased by the welcoming response from those we have recently contacted and we extend our warmest gratitude.

FOR THE MONTH OF MAY – AUGUST 2013

- WARM WELCOME to all new members
- HAPPY BIRTHDAY/ANNIVERSARY WISHES to those Celebrating

GET WELL SOON

- Mavis Clarke

CONDOLENCES TO THE FAMILIES WHO LOST A LOVED ONE (S)

- Mr. and Mrs. Carmen Sutherland
- Ms. Amy Nelson
- Mrs. Ismay Murray

CONGRATULATIONS TO 2013 VOLUNTEER RECIPIENTS!

It was an honour to present you with your awards and a marvellous opportunity it was to tell everyone how much your work in the community means to us as an organization. These are the names of our award recipients:

Carmen Sutherland | Leon Sutherland | Charmaine Sewell | Douglas Robertson  
Rudolph Gibbs | Frederick Ellis | Barbara Thomas | Hugh Lawson | Hyacinth Wilson  
Daphne Bailey | Mary Mark | Mary Green





## WOMEN'S COMMITTEE REPORT

By Penny Williams - Women's Chair

It is my honour as the new Chair of the Women's Committee to bring you this report. The Women's Committee continues to work hard and to organize various functions for the education and edification of women in various fields. We have welcomed some newer, younger members recently and appreciate the fresh, new ideas they bring, especially with the use of social media to reach more of our community. In June, we held our annual Financial Forum with great speakers. The event also featured the Cash Flow game, in which anyone could participate and understand the risks and rewards of investing, as well as the mindset required to invest successfully. Our programs for the rest of the year include the Annual Health Fair on Saturday, October 26, in conjunction with the Education Committee. This will be followed in November with our annual film presentation and discussion on a topic chosen to illuminate women and/or women's issues. On this occasion, we invite women from a chosen charity to join us for the movie and discussion and to receive gifts from the members. Our planning group within the committee has just met and we are working on plans for a busy 2014 season. Although we look forward to new ideas and programs, we cannot and do not forget the hard work that our older members have carried on successfully for so many years. Thank you, Ladies!

"New members welcome. Even if you cannot attend regular monthly meetings but would like to volunteer to help at our events, we would like to hear from you. Email Penny at [pwtravels03@yahoo.com](mailto:pwtravels03@yahoo.com)."

**The Women's Committee meetings for the rest of the year are:**

September 9<sup>th</sup> | October 21<sup>st</sup> | November 11<sup>th</sup>

## SATURDAY MORNING TUTORIAL PROGRAM

Summary by Vilma Garnett - Coordinator

Saturday Morning Tutorial Program (SMTP) has been very productive this past year. Our members have taken part in poetry-writing workshops throughout the year and this has resulted in the publication, "SMTP Poetry Corner" which contains most of their work. (Copies are available for \$5 each). Some students have participated in the Spelling Bee of Canada competition. The program has hosted guests from Reptillia Zoo at the end-of-year extravaganza, featuring Mr. Turtle, Mr. Yellow Lizard, Mr. Yellow Python, Ms. America Alligator, other friends and their caregiver, Mariah. The students and their families have learned how to handle these friends safely, helping to dispel some of the fears that we often have for the unknown. More exciting activities are on the schedule for the coming academic year, including short story writing, Spelling Bee preparation, career planning, and a possible out-of-town field trip, just to name a few. Registration for the coming academic year will be held on September 14 from 11 a.m. to 1 p.m. Parents may come and register their children who are six years to 17 years old. We also have volunteer opportunities for Grade 12 and older students as well as adults to help with tutoring. Candidates must be energetic, enjoy working with younger people, and have a passion for learning themselves. There will be an orientation for volunteers on Saturday, September 7 from 11:45 a.m. to 1:30 p.m.

Reserve a spot for this orientation at [smtip@jcaontario.org](mailto:smtip@jcaontario.org).

## FORWARD EVER, BACKWARDS NEVER

By Patrick Bailey - Public Relations Committee Member



**"Forward March. Join hands together brothers and sisters we're independent." - Derrick Morgan**

August 6 1962. For many of us who were living in Jamaica, you will remember this date and its iconic call to come together and march forward as we celebrated our independence. Put to song, the legendary singer Derrick Morgan called us to action, heralding the newly-found pride which engulfed the nation. Jamaicans worldwide responded enthusiastically carrying the banner of Justice and truth to the four corners of the globe and fighting for the rights of the down trodden where ever we went. It was in this spirit that the Jamaican Canadian Association was born in 1962 and today stands as the oldest Jamaican organization in Canada. Over the next 50 years, the organization would grow from strength to strength garnering the respect of our community and standing as a stalwart in our adopted country and city. Nevertheless over the years, the JCA began to slip. With a declining, aging membership, low youth participation and changes in technology there seemed no clear path of as to how to proceed. Were we still relevant? How could we be more effective as an organization? Facing this realization, once again the membership rolled up their sleeves to find ways to re-establish ourselves and to continue to be relevant.

**"We forward in this generation triumphantly." - Bob Marley**

Thursday, June 27 marked a milestone in the history of the JCA. After one year of consultations, the Jamaica Canadian Association triumphantly unveiled a blue print for our continued success. Spearheaded by a group, which included past presidents and other leaders in our association, the blueprint is wide-ranging and introduces sweeping reforms to our structure. The members who were present for this historic event warmly embraced the recommendations of the group as a new wave of optimism and enthusiasm engulfed the gathering. When fully implemented, the JCA will be able to, more effectively, meet the needs of the community it serves, enhance the benefits and value of its membership, have in place mechanisms to ensure continuous leadership, strengthen our advocacy roots and improve our financial viability. Indeed these are challenging yet exhilaratingly exciting times. But our work is just beginning and it will take all of us to see it to fruition.

### LET'S HAVE A LITTLE CONTEST.

Write out what your vision of JCA will look like in 5 years. The best ideas could win you a special prize.

#### Guidelines:

- Submission Deadline: September 15, 2013
- Must be based on the model selected (3 legally separate organizations)
- Maximum of 150 words.

Send your visions to Adaoma Patterson at [execsec@jcaontario.org](mailto:execsec@jcaontario.org) by Sept. 15 and receive a Tim Horton's Gift Card.

**"Can we do it? Shall we do it, we must do it." - Marcus Garvey**



Join us for  
*September Rose*  
At  
*Our Annual*  
**Senior's**  
*Appreciation Brunch*

Sunday, September 8, 2013  
1:30pm to 5:30pm

Guest speaker: **Sean M. Marenger, CFSP**

Adm: Adult \$35 | Senior \$30

Children (12 & Under) \$15

**EARLY BIRD SPECIAL (August 18-31)**

Sponsor A Senior For \$25

Sponsor A Table Of 8 For \$200

Venue @ **Jamaican Canadian Association**  
995 Arrow Rd.

**Fun | Food | Entertainment | Prizes & Surprises Galore!!!!**

FOR FURTHER DETAILS AND TO PURCHASE YOUR TICKET(S) CONTACT:

Tel: (416) 746-5772 | Email: [membership@jcaontario.org](mailto:membership@jcaontario.org)  
[info@jcaontario.org](mailto:info@jcaontario.org) | Website: [www.jcaontario.org](http://www.jcaontario.org)



**Annual  
Health  
Fair**

*Learn to keep yourself and your family healthy!  
Come and get all your questions answered.  
Find out what is new in remedies and technology.*

Save the Date!

Saturday  
26th October  
9:30—3:30



Jamaican Canadian Association  
995 Arrow Road  
(Finch & Hwy. 400)  
Tel. 416-746-5772  
[www.jcaontario.org](http://www.jcaontario.org)



**Breast Cancer  
Prostate Cancer  
Stress & Anxiety  
Nutrition  
Natural Health  
Home Remedies**

Vendor tables available for all health related businesses.  
Please contact Penny Williams for details. M. 647-628-3533

## THE JCA UPCOMING EVENTS 2013

October 19 - Open House

November 24 - Quarterly Meeting

December 8 - Children's Christmas Party



THE JAMAICAN CANADIAN ASSOCIATION  
PRESENTS

YOUR CHANCE TO SHINE  
NOW IS THE TIME

## JCA 11<sup>TH</sup> ANNUAL SCHOLARSHIP AWARDS

DINNER AND DANCE  
TIME 6:30PM

**SATURDAY, SEPTEMBER 21, 2013**

**KEYNOTE SPEAKER: DR. KOFI HOPE, DPHIL**

MANAGING DIRECTOR AT COMMUNITY EMPOWERING ENTERPRISES

MUSIC BY: **DJ FUNKY**

**TICKETS: ADULT \$50 CHILDREN: \$25**

INFO 416-746-5772 [WWW.JCAONTARIO.ORG](http://WWW.JCAONTARIO.ORG)

**Jamaican Canadian Centre**  
995 ARROW RD. TORONTO